



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

## Contract # 838579

**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/1553035  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Beale,Rachael  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11281  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/25/12  
**Last Modified** 09/27/12  
**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 10/23-10/29  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$17,215.50  
**Net Total** \$97,554.50  
**Sales Tax**

## St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	104	\$96,590.00
Nov. 2012	22	\$18,180.00
<b>Grand Total:</b>	<b>126</b>	<b>\$114,770.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	48386- News @ 5am			2	2	2	2			8	\$85.00	\$680.00	St. Louis (KMOV) (KMOV)		6/25/12
2.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	48386- News @ 5am		2							2	\$85.00	\$170.00	St. Louis (KMOV) (KMOV)		6/25/12
3.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	20015- News @ 6am M-F			2	2	2	2			8	\$270.00	\$2,160.00	St. Louis (KMOV) (KMOV)		6/25/12
4.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	20015- News @ 6am M-F		2							2	\$270.00	\$540.00	St. Louis (KMOV) (KMOV)		6/25/12
5.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	131968- CBS This Morning			4	4	4	4			16	\$160.00	\$2,560.00	St. Louis (KMOV) (KMOV)		6/25/12
6.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	131968- CBS This Morning		4							4	\$160.00	\$640.00	St. Louis (KMOV) (KMOV)		6/25/12
7.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	20132- CBS Sunday Morning								1	1	\$200.00	\$200.00	St. Louis (KMOV) (KMOV)		6/25/12
8.0	Normal Line / SPOT	10/24/12-10/26/12	4	:30	137124- Katie				1		1			2	\$90.00	\$180.00	St. Louis (KMOV) (KMOV)		6/25/12
9.0	Normal Line / SPOT	10/23/12-10/25/12	4	:30	20022- Price is Right			1		1				2	\$180.00	\$360.00	St. Louis (KMOV) (KMOV)		6/25/12
10.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20022- Price is Right		1							1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)		6/25/12
11.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	20023- News @ 12noon M-F			1	1	1	1			4	\$225.00	\$900.00	St. Louis (KMOV) (KMOV)		6/25/12
12.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20023- News @ 12noon M-F		1							1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)		6/25/12
13.0	Normal Line / SPOT	10/24/12-10/26/12	4	:30	12:27P- 1P (CT)				1		1			2	\$180.00	\$360.00	St. Louis (KMOV) (KMOV)		6/25/12
14.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	1P- 2P (CT)			1						1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)		6/25/12

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**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Beale,Rachael  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11281  
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**Billing Type** Standard  
**Comments**

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**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 10/23-10/29  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$17,215.50  
**Net Total** \$97,554.50  
**Sales Tax**

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<b>Grand Total:</b>	<b>126</b>	<b>\$114,770.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	2P- 3P (CT)					1				1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)		6/25/12
16.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	28663- Dr. Phil			1	2	1	1			5	\$270.00	\$1,350.00	St. Louis (KMOV) (KMOV)		6/25/12
17.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	28663- Dr. Phil		2							2	\$270.00	\$540.00	St. Louis (KMOV) (KMOV)		6/25/12
18.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	20029- Young and the Restless			1	1	1	1			4	\$720.00	\$2,880.00	St. Louis (KMOV) (KMOV)		6/25/12
19.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20029- Young and the Restless		1							1	\$720.00	\$720.00	St. Louis (KMOV) (KMOV)		6/25/12
20.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	20054- News @ 5pm M-F			1	1	1	1			4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)		6/25/12
21.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	20054- News @ 5pm M-F		1							1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)		6/25/12
22.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	20055- News @ 6pm M-F			1	1	1	1			4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)		6/25/12
23.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	20055- News @ 6pm M-F		1							1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)		6/25/12
24.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	20103- News @ 6pm Sa							1			\$180.00		St. Louis (KMOV) (KMOV)		6/25/12
24.0.1	Closed Preempt	10/27/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate	

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25.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	20053- Entertainment Tonight			1	1	1	1			4	\$850.00	\$3,400.00	St. Louis (KMOV) (KMOV)		6/25/12
26.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	20053- Entertainment Tonight		1							1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)		6/25/12
27.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	137479- Rams What to Watch							1		1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)		6/25/12
28.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	65960- How I Met Your Mother		1								\$1,800.00		St. Louis (KMOV) (KMOV)		6/25/12
28.0.1	Closed Preempt	10/29/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12	
29.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	7:58P- 9P (CT)		1							1	\$4,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)		6/25/12
30.0	Normal Line / SPOT	10/23/12-10/23/12	2	:30	42783- NCIS			1						1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		6/25/12
31.0	Normal Line / SPOT	10/23/12-10/23/12	2	:30	107454- NCIS : Los Angeles			1						1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		6/25/12
32.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	135431- Vegas			1							\$1,350.00		St. Louis (KMOV) (KMOV)		6/25/12

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32.0.1	Closed Preempt	10/23/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12	
33.0	Normal Line / SPOT	10/24/12-10/24/12	4	:30	85956- Survivor				1						\$1,980.00		St. Louis (KMOV) (KMOV)		6/25/12
33.0.1	Closed Preempt	10/24/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system;bump rate BOD 6/25/12	
34.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	66133- Criminal Minds				1					1	\$3,500.00	\$3,500.00	St. Louis (KMOV) (KMOV)		6/25/12
35.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	20076- CSI Crime Scene Investigation				1					1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		6/25/12
36.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	6:57P- 8P (CT)					1				1	\$4,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)		6/25/12
37.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	124918- Person of Interest					1				1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		6/25/12
38.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	135458- Elementary					1				1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		6/25/12
39.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	54263- CSI: NY						1			1	\$1,350.00	\$1,350.00	St. Louis (KMOV) (KMOV)		6/25/12
40.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	135459- Made in Jersey						1				\$1,080.00		St. Louis (KMOV) (KMOV)		6/25/12

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40.0.1	Preempt	10/26/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -	
41.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	115389- Blue Bloods						1				\$2,250.00		St. Louis (KMOV) (KMOV)		6/25/12
41.0.1	Closed Preempt	10/26/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate/ rate \$2700 will bump lowest r	
42.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	54358- Crimetime Saturday							1		1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		6/25/12
43.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	135472- Crimetime Saturday							1		1	\$495.00	\$495.00	St. Louis (KMOV) (KMOV)		6/25/12
44.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	43181- 48 Hours							1		1	\$720.00	\$720.00	St. Louis (KMOV) (KMOV)		6/25/12
45.0	Normal Line / SPOT	10/28/12-10/28/12	1	:30	20141- 60 Minutes								1	1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		6/25/12
46.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	57951- Amazing Race								1	1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		6/25/12
47.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	107455- Good Wife								1	1	\$3,500.00	\$3,500.00	St. Louis (KMOV) (KMOV)		6/25/12
48.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	99583- Mentalist								1	1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		6/25/12
49.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	20062- News @ 10pm M-F			2	2	2	2			8	\$1,500.00	\$12,000.00	St. Louis (KMOV) (KMOV)		6/25/12
50.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	20062- News @ 10pm M-F		2							2	\$1,500.00	\$3,000.00	St. Louis (KMOV) (KMOV)		6/25/12

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51.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	20108- News @ 10pm Sat							1			\$400.00		St. Louis (KMOV) (KMOV)		6/25/12
51.0.1	Closed Preempt	10/27/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12	
52.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	119145- News @ 10:30pm							1		1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)		6/25/12
53.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	20789- News @ 10pm Sun								1		\$810.00		St. Louis (KMOV) (KMOV)		6/25/12
53.0.1	Preempt	10/28/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12	
54.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	119144- News @ 10:30pm Sun								1		\$585.00		St. Louis (KMOV) (KMOV)		6/25/12
54.0.1	Closed Preempt	10/28/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12	
55.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	20063- Late Show with David Letterman			1	1	1	1			4	\$200.00	\$800.00	St. Louis (KMOV) (KMOV)		6/25/12

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**Net Total** \$97,554.50  
**Sales Tax**

### St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	104	\$96,590.00
Nov. 2012	22	\$18,180.00
<b>Grand Total:</b>	<b>126</b>	<b>\$114,770.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
56.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20063- Late Show with David Letterman		1							1	\$200.00	\$200.00	St. Louis (KMOV) (KMOV)		6/25/12
57.0	Normal Line / SPOT	10/23/12-10/25/12	4	:30	20027- Inside Edition			1		1				2	\$115.00	\$230.00	St. Louis (KMOV) (KMOV)		6/25/12
58.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20027- Inside Edition		1							1	\$115.00	\$115.00	St. Louis (KMOV) (KMOV)		6/25/12
59.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	20110- St. Louis Country							1		1	\$65.00	\$65.00	St. Louis (KMOV) (KMOV)		6/25/12
60.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	20145- Entertainment Tonight - Weekend								1	1	\$70.00	\$70.00	St. Louis (KMOV) (KMOV)		6/25/12
61.0	M/G For 24.0.1 / SPOT	10/27/12-10/27/12	4	:30	20103- News @ 6pm Sa							1			\$180.00		St. Louis (KMOV) (KMOV)		8/30/12
61.0.1	Closed Preempt	10/27/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate BOD 8/30/12	
62.0	M/G For 28.0.1 / SPOT	10/29/12-10/29/12	4	:30	65960- How I Met Your Mother		1							1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		8/30/12
62.1	M/G For 28.0.1 / SPOT	10/29/12-10/29/12	1	:30	7P- 8P (CT)	1	X							1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		9/10/12
63.0	M/G For 41.0.1 / SPOT	10/26/12-10/26/12	2	:30	115389- Blue Bloods						1			1	\$2,250.00	\$2,250.00	St. Louis (KMOV) (KMOV)		8/30/12
63.1	M/G For 41.0.1 / SPOT	10/26/12-10/26/12	1	:30	115389- Blue Bloods						1			1	\$4,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)		9/10/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KMOV  
One Memorial Drive  
St. Louis, MO 63102

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

## Contract # 838579

**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/1553035  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Beale,Rachael  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11281  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/25/12  
**Last Modified** 09/27/12  
**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 10/23-10/29  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$17,215.50  
**Net Total** \$97,554.50  
**Sales Tax**

## St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	104	\$96,590.00
Nov. 2012	22	\$18,180.00
<b>Grand Total:</b>	<b>126</b>	<b>\$114,770.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
64.0	M/G For 51.0.1 / SPOT	10/27/12-10/27/12	4	:30	20108- News @ 10pm Sat	1						X			\$400.00		St. Louis (KMOV) (KMOV)		8/30/12
64.0.1	Closed Preempt	10/27/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate BOD 8/30/12	
65.0	M/G For 33.0.1 / SPOT	10/24/12-10/24/12	1	:30	85956- Survivor	1			X					1	\$6,500.00	\$6,500.00	St. Louis (KMOV) (KMOV)		9/10/12
66.0	M/G For 54.0.1 / SPOT	10/28/12-10/28/12	1	:30	119144- News @ 10:30pm Sun	1							X	1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)		9/27/12
67.0	M/G For 32.0.1 / SPOT	10/23/12-10/23/12	1	:30	135431- Vegas	1		X						1	\$4,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)		9/27/12
68.0	M/G For 61.0.1 / SPOT	10/27/12-10/27/12	1	:30	20103- News @ 6pm Sa	1						X		1	\$600.00	\$600.00	St. Louis (KMOV) (KMOV)		9/27/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments: